

What is Claimed is:

1. A process for making a labeled container using a blow molding process, comprising:  
positioning a label sleeve over at least a portion of the exterior surface of a preform to produce a sleeved preform; and  
blow molding the sleeved preform to produce a labeled container.
2. The process of claim 1 wherein the label sleeve is a distortion printed label sleeve.
3. The process of claim 1 wherein the label sleeve is an unprinted label sleeve.
4. The process of claim 3 wherein the label sleeve contains functional additives.
5. The process of claim 1 wherein the label sleeve is made from a polymer film stock selected from the group consisting of oriented and unoriented film stock.
6. The process in claim 1 wherein the label sleeve is made from a polymer selected from the group consisting of polyesters, copolyesters, polyolefins, polycarbonates, polystyrenes, polyamides, ethyl vinyl alcohol, elastomer blends, copolymers of elastomer blends, and mixtures thereof.
7. The process in claim 1 wherein the label sleeve is made from a polymer selected from the group consisting of polyesters, copolyesters, polyolefins, and mixtures thereof.
8. The process in claim 1 wherein the label sleeve is made from a polymer that can distort without tearing at temperatures of from about 23°C to about 110°C.
9. The process in claim 1 wherein the label sleeve is made from a polymer that has a glass transition temperature less than the selected blow temperature.
10. The process in claim 1 wherein the label sleeve is heated just prior to blow molding.
11. The process in claim 1 where the label sleeve is made from a polymer selected from the group consisting of monolayer film or multilayer coextruded film.
12. The process in claim 11 where one or more of the layers in the film is a barrier polymer.
13. The process of claim 12 wherein the barrier polymer is selected from the group consisting of ethyl vinyl alcohol or metazylene diamine.
14. The process in claim 1 wherein the label sleeve diameter is slightly larger than the diameter of the preform.
15. The process in claim 1 wherein the label sleeve diameter is significantly larger than the diameter of the preform.
16. The process in claim 15 wherein the label sleeve is held in place on the preform.

17. The process of claim 1 wherein the label sleeve is a contour label sleeve made from oriented film stock and the container is a contoured container.
18. The process in claim 1 wherein the blow molding process is stretch blow molding.
19. The process in claim 1 wherein the blow molding process is extrusion blow molding.
20. A labeled container made according to the process of claim 1.
21. The labeled container of claim 20 wherein the label sleeve fits snugly around at least a portion of the container.
22. A sleeved preform useful for making a labeled container, comprising:
  - a preform useful in a blow molding process for producing containers; and
  - a label sleeve fitted over at least a portion of the exterior surface of the preform.